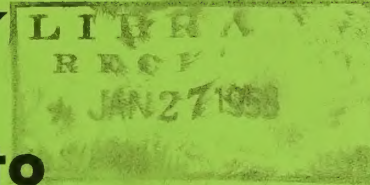


"Flash Process"

Stoneville's answer to

PLANTER-CONDITIONED SEED



1. **CLEAN SEED** . . . is the first essential in processing at Stoneville through our exclusive "FLASH PROCESS." This first cleaning is the first step in giving you **MORE** sound seed in every bag of Stoneville **BREEDER'S REGISTERED SEED**.

2. **DELINTING** . . . **ALL BREEDERS REGISTERED SEED** are processed through these modern 176 saw delinting machines. These more expensive stands allow looser rolls and "gentler" handling of your planting seed.

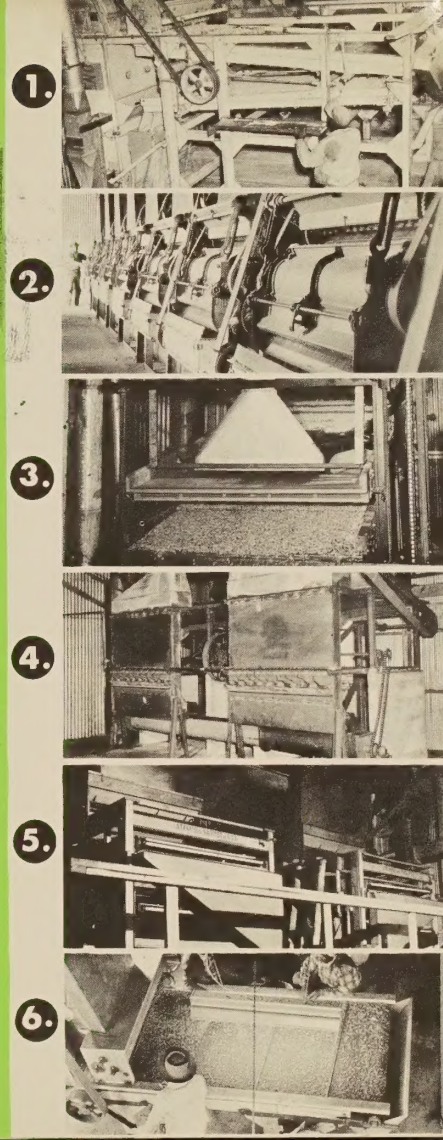
3. **SECOND CLEANING** . . . Normally this is the final stage in preparing planting seed but it's "only the beginning" for Stoneville's **FLASH PROCESSED SEED**.

4. **"IN A FLASH"** . . . the last particles of excess lint are removed leaving only the necessary linter coat.

5. **THIRD CLEANING** . . . over this battery of **SUPER 298** cleaners. The removal of the excess tabs of lint allows the seed to spread evenly over the screens for efficient cleaning of foreign matter.

6. **HAND PICKED** . . . The final phase of **FLASH PROCESSING** is the hand-picking operation. Under the close inspection of trained eyes and experienced hands the last trace of foreign matter or "light" faulty seed is removed.

Stoneville Pedigreed **Seed Co.,**
STONEVILLE, MISSISSIPPI



The Importance of **BREEDERS REGISTERED SEED**

BREEDERS REGISTERED COTTON SEED are to good cottons what a registered bull is to a good cattle herd—the source of improvement and maintenance of characteristics that make for profitable operation.

Wise cotton farmers, like wise cattle men, take advantage of the latest developments of scientific breeding. Each year's release of Stoneville's Breeders Registered Seed are the result of 7 to 8 years of intensive scientific development.



The High Producing Cotton with **Extra Staple**

1. **MATURITY** . . . medium early.
2. **PLANT TYPE** . . . Sturdy — stands up well, limbs are strong and hold heavy fruit load upright.
3. **LINT PERCENTAGE** . . . (Gin turn-out) . . . usually runs 34-37.
4. **HAND PICKING** . . . Excellent — Big, slightly tapering boll opens well for faster, easier picking.
5. **MACHINE PICKING QUALITIES** . . . Excellent — Seed Cotton does not string out, stays in boll amazingly well for such a big-fluffy boll . . . Even the agitation of machine pickers on rows adjoining the picker head has little or no tendency to knock cotton out, as it does some other cottons. Longer fiber is more easily picked up by spindles. These two factors mean *less waste* in field.
6. **STAPLE LENGTH** . . . Usually runs 1-3/32, 1-5/32. (Extra staple is governed to a large measure by area of growth, climatic conditions and proper use of heat at the gin.)
7. **OIL MILL VALUE OF SEED** . . .
Exceptionally high.

A Scientific Answer to Better Cottons

The Story of Breeding

at **STONEVILLE**

... From Hand Planting to Machine Picking

Improvements in yield, fiber and plant structure are the result of years of research and painstaking experimentation. Stoneville Breeders Registered seed bring the cotton farmer the result of each year's scientific accomplishments.

A The Breeders Registered Seed you plant this year were developed from a single plant, seed of which were planted by hand 8 years ago.

B Crossing of 2 varieties by hand is one of the tedious processes followed by the plant breeder in his never ending search for a better cotton for you.

C Scientifically arranged, isolated breeding plots are the seed beds for cotton breeding purposes. These are carefully supervised by experienced plant breeders.

D Progeny rows are carefully marked and constantly supervised. Plants are tagged with data for laboratory records and tests.

E New strains within a variety are carefully checked for plant type, fiber quality, etc. The strain selected to bear the name of the variety must retain the qualities that made the parent famous.

F After maturity, and before harvesting, all cotton is inspected for its ability to remain in the boll—adaptability to mechanical harvesting—and is carefully studied for position of fruit load on the plant.

G Storage and processing at Stoneville is another important step. Stoneville's FLASH PROCESS and adequate storage facilities insure sounder seed. Handled by experienced seeds men, peak potency is assured at planting time.

H "Pickability" is one of the important phases of cotton breeding. All Stoneville Cottons are thoroughly tested for adaptability to mechanical picking before being released.

I A competent plant breeding staff is the secret of Stoneville's success in developing outstanding cottons. Here, Dr. G. R. Walker and Dr. C. W. Manning, head of our breeding staff, discuss cotton breeding problems with Dr. A. L. Smith of Auburn Polytechnical Institute, Auburn, Alabama.



HEADQUARTERS
STONEVILLE
Pedigreed SEED CO.
BREEDERS & GROWERS
STONEVILLE & DELFOS Cottons

STONEVILLE
Pedigreed SEED CO.
STONEVILLE, MISS.



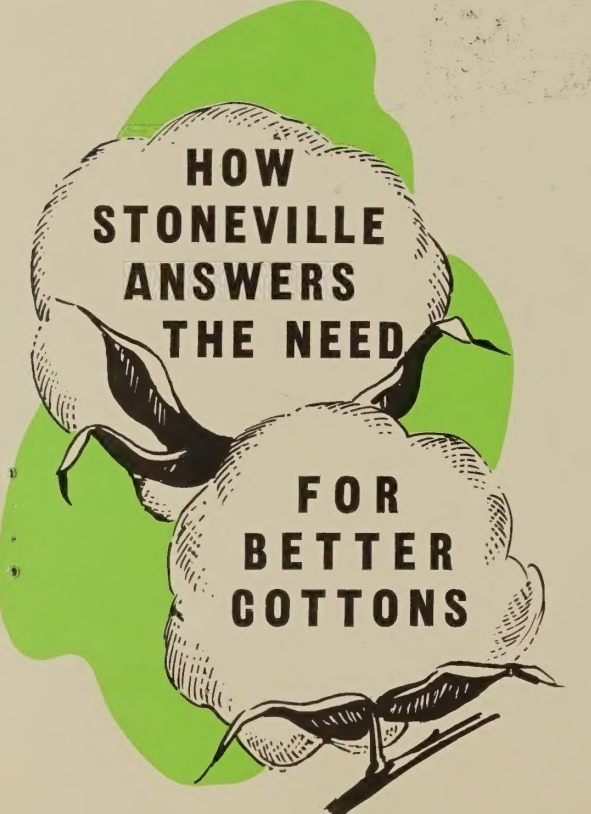
Sec. 34.66, P. L. & R.

U. S. POSTAGE

PAID

Stoneville, Miss.

Permit No. 2



**HOW
STONEVILLE
ANSWERS
THE NEED**

**FOR
BETTER
COTTONS**